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# UNITED STATES DEPARTMENT OF AGRICULTURE AGRICULTURAL MARKETING SERVICE WASHINGTON, D. C.

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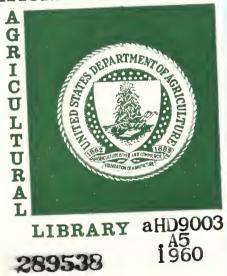
MARKETING RESEARCH

CONDUCTED AT

FIELD LOCATIONS

AD-33 Bookplate (1-63)

# NATIONAL



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# FOREWORD

Agricultural marketing research necessarily deals with problems as they arise. The Agricultural Marketing Service endeavors to anticipate research needs and to be equipped to handle them where they occur. Accordingly, numerous field locations are maintained to facilitate research at strategic points.

Inasmuch as agricultural marketing represents a particularly dynamic segment of a highly dynamic economy, locations for relevant research activities are subject to considerable change. Participants in and users of the research are anxious to keep apprized of the work sites as indicated by the favorable response to the first listing of AMS research field locations issued in 1957.

This publication gives the revised listing for the 58 field locations maintained in 29 States as of July 31, 1960. In the interim, several organizational adjustments have been made in the program and these are indicated in appropriate summaries of research objectives and outlines of the responsibilities of the four marketing research divisions.

Harry C. Trelogan
Assistant Administrator
Marketing Research

#### AGRICULTURAL MARKETING SERVICE

#### MARKETING RESEARCH

Research relating to the marketing and distribution of agricultural products is conducted by the Agricultural Marketing Service under the authority of the Agricultural Marketing Act of 1945 and other legislation.

Consistent with the objectives underlying this legislation, marketing research is directed toward the development of expanded markets for agricultural products; investigations of market organization, costs, and practices including economic analysis of costs and margins; maintenance of product quality and reduction of losses from waste and spoilage; and reduction of marketing costs through improved marketing efficiency and organization. The research is designed to solve problems in each stage of marketing such as in assembly plants, auction markets, terminal or central markets and retail outlets.

The marketing research program is carried out through four functional divisions in the Agricultural Marketing Service as follows:

- A. Market Development Research Division -- Conducts research designed to assist in maintaining and expanding domestic markets for agricultural products. Emphasis is given to (1) providing basic information on consumer preferences, buying habits and other factors affecting consumption; (2) analyzing the economic feasibility of new and improved agricultural products and making marketing tests to determine consumer acceptability of such products; (3) determining market potentials for new or improved products, products from new crops, and established products in new markets and uses; (4) providing data on markets including consumer purchases, distribution patterns and availability of products; (5) evaluating merchandising and promotion programs; and (6) evaluating public distribution programs such as school lunch and school milk.
- B. Marketing Economics Research Division -- Conducts research relating to the marketing of specific agricultural commodities, the organizational structure and practices of commodity markets and informational, statistical and other services needed for the management of market firms. Primary emphasis is on economic and cost analysis problems aimed toward (1) development of facts relating to marketing practices, channels, and organization, and their impact on competition and on costs; (2) measurement of changes in farm to retail price spreads on foods and fibers; (3) analysis of marketing costs in order to relate the cost of services to the services rendered; and (4) comparison of costs and the development of standards of efficiency which will aid farmers and marketing agencies in reducing marketing costs or improving services and effecting economies in the use of resources.



- C. Market Quality Research Division -- Conducts biological and physical research relating to the measurement, production and improvement of quality of agricultural products as they pass through the marketing system. Emphasis is given to physical, biochemical, pathological, and entomological problems and the physical and biological evaluation of quality factors. The research is directed toward the reduction of marketing costs through (1) improved quality and acceptability of farm products by reducing waste and spoilage due to insect infestation, microbial activity and chemical and physical changes in commodities; (2) development of new devices and methods for determining and measuring product quality more accurately, quickly, and economically; and (3) appraisal of the adequacy and the improvement of grades and standards for grading tecnniques.
- Transportation and Facilities Research Division -- Conducts D. research cirected primarily at reducing costs in the physical handling of agricultural products at all points in the marketing system. The research seeks to eliminate as many handling operations as possible and with minimizing the costs of those operations which cannot be eliminated. It includes: (1) the development of improved transportation facilities, loading equipment, methods and practices and studies of transportation costs, rates, services, regulations and legislation; (2) the development and testing of all types of agricultural product containers and aids in container standardization; (3) development of improved designs and plans for marketing facilities of all kinds and at all levels in the marketing channel; (4) development of labor-saving devices and equipment and lower cost handling and packaging equipment and methods at assembly, concentration and terminal points, and in all types of processing facilities; and (5) improved methods, equipment, materials, and layout of wholesale and retail establishments.

A substantial portion of the programs of the four divisions is conducted at field locations. Much of this is in cooperation with Land-Grant Colleges and with other public and private agencies. On July 31, 1960, 247 full-time employees or approximately 37 percent of the marketing research staff were stationed at 58 field locations in 29 States. The scope of activities or projects conducted at these field locations is significant as evidenced by the listing that follows.



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#### ARIZONA

#### MARKETING ECONOMICS RESEARCH

C. Curtis Cable, Jr., Agr. Econ. in Efficiency of cotton marketing Charge Barrack T-8, University of Arizona P.O. Box 4127 Tucson, Arizona

Telephone: MAin 4-8181, Ext. 443

and pricing, including economics of ginning.

Norman G. Wright, Agent Dept. of Agricultural Economics University of Arizona Tucson, Arizona

Telephone: MAin 4-8181

Economics of marketing livestock and livestock products.



#### CALIFORNIA

#### MARKET DEVELOPMENT RESEARCH

Robert V. Enochian, Agr. Econ. in Charge Economics of new, expanded and 800 Buchanan Street Albany 10, California

Telephone: BAldwin 9-1960

alternative uses for farm products.

# MARKETING ECONOMICS RESEARCH

Charles D. Jackson, Agr. Econ. in Charge Room 212, Post Office Building Berkeley 1, California

Telephone: Thornwall 1-5121 Ext. 256

John O. Gerald, Agr. Econ. Box 89 Room 212, Post Office Building Berkeley 1, California

Telephone: THornwall 1-5121

Economics of cost, distribution, etc., of marketing farm products.

Secretary, Western Agricultural Economics Research Council, and Recording Secretary to Directors of Western Agricultural Experiment Stations.



# CALIFORNIA

#### continued

#### MARKET QUALITY RESEARCH

Perez Simmons, Entomologist in Charge 1731 West Bullard Avenue Fresno 4, California

Telephone: BAldwin 7-3624

Control of insects in dried fruits and nuts.

John M. Harvey, Plant Path. in Charge 2021 South Peach Avenue Fresno 2, California

Telephone: CLinton 5-0203

Handling, transportation, storage, and post-harvest diseases of deciduous fruits, vegetables, and other horticultural crops.

G. Leonard Rygg, Plant Phys. in Charge Room 209, Federal Building 440 South Thomas Street P.O. Box 700 Pomona, California

Telephone: NAtional 2-5061

Handling, transportation, storage and post-harvest diseases of citrus, dates, and other subtropical fruits.

# TRANSPORTATION AND FACILITIES RESEARCH

Peter G. Chapogas, Agr. Econ. in Charge 1731 North Effie Street Fresno 3, California

Telephone: AMherst 4-8990

Development and evaluation of shipping containers and consumer packages for agricultural products.



#### COLORADO

# MARKETING ECONOMICS RESEARCH

Harold H. Abel, Agr. Econ. in Charge Regional research in marketing 339-B, New Custom House 19th & Stout Streets Denver 2, Colorado

Telephone: KEystone 4-4151 Ext. 685

William N. Capener, Agr. Econ. in Charge Dept. of Agricultural Economics Colorado State University Fort Collins, Colorado

of livestock in the West.

Research to increase efficiency of marketing livestock and livestock products, with emphasis on economics of livestock shrinkage.



#### FLORIDA

#### MARKETING ECONOMICS RESEARCH

George L. Capel, Agr. Econ. in Charge Room 150, McCarty Hall University of Florida Gainesville, Florida

> Telephone: FRanklin 6-3261 Ext. 255

Costs and efficiency studies in packing and handling of citrus fruits and vegetables.

#### MARKET QUALITY RESEARCH

Thurman T. Hatton, Jr., Horticulturist in Charge

13601 Cutler Road Miami 56, Florida (Substation of Orlando)

Telephone: CEdar 5-0321

Handling, storage and transportation of subtropical fruit and other horticultural crops.

Paul L. Harding, Plant Phys. in Charge 2120 Camden Road Orlando 5, Florida

Telephone: GArden 3-9831

Handling, storage, transportation and post-harvest diseases of citrus fruits and vegetables.



#### FLORIDA

#### continued

# TRANSPORTATION AND FACILITIES RESEARCH

Earl K. Bowman, Indust. Engr. in Charge P.O. Box 3505, University Station Gainesville, Florida

Telephone: FRanklin 2-0540

Development of more efficient work methods and equipment and design of improved packing-house facilities for off-farm handling of citrus fruits, vegetables, and early crop potatoes.

Russell H. Hinds, Jr., Trans. Econ. in Charge

Federal Office Building 42 E. Central Avenue Orlando, Florida

Telephone: GArden 2-2686

Research on pallet container development and on loading methods for shipment of agricultural products from Florida and the Southeast.

John L. Ginn, Agr. Econ. in Charge Federal Office Building 42 E. Central Avenue Orlando, Florida

Telephone: GArden 2-2686

Research on the development and evaluation of shipping containers and consumer packages for agricultural products.



# GEORGIA

#### MARKETING ECONOMICS RESEARCH

Harold B. Jones, Agr. Econ. in Charge Dept. of Agricultural Economics University of Georgia Athens, Georgia

Telephone: LI 3-2511, Ext. 365

Economic requirements for development of a commercial egg industry in the South.

Dale H. Carley, Agr. Econ.
Georgia Agricultural Experiment Station
University of Georgia
Griffin, Georgia

Research dealing with efficiency and organization of the dairy industry in the Southern Region.

#### MARKET QUALITY RESEARCH

Dean F. Davis, Entomologist in Charge 3401 Edwin Avenue Savannah, Georgia

(Mailing Address: P.O. Box 3425, Sta. A)

Telephone: ADams 4-0661

Evaluation and development of insecticides, fumigants, and insect-resistant packages for the protection of stored agricultural products against insect damage.

Kenneth N. May, Agent Dept. of Poultry Husbandry University of Georgia Athens, Georgia

Telephone: LI 3-2511, Ext. 441

Research studies on sanitation in poultry processing plants.

Leonard M. Redlinger, Entomologist in Charge Coastal Plain Experiment Station Tifton, Georgia

Telephone: 1147

Control of insects in stored corn and peanuts in Southeastern Coastal Plains Region.



#### GEORGIA

continuea

#### TRANSPORTATION AND FACILITIES RESEARCH

Lloyd L. Smith, Agr. Engr. in Charge Barrow Hall University of Georgia Athens, Georgia

Telephone: LIberty 3-2511 Ext. 354

Improved work methods, equipment, and facilities for offfarm handling, conditioning, and storage of grain and peanuts.

Arthur H. Bennett, Agr. Engr. in Charge Barrow Hall University of Georgia Athens, Georgia

Telephone: LIberty 3-2511 Ext. 354

Rex E. Childs, Indust. Engr. in Charge Barrow Hall University of Georgia Athens, Georgia

Telephone: LIberty 3-2511 Ext. 354

Research to develop improved methods, techniques, and equipment for pre-cooling fruits and vegetables.

Increased efficiency of poultry
processing plants.



#### ILLINOIS

#### MARKET DEVELOPMENT RESEARCH

Warren K. Trotter, Agr. Econ. in Charge 1815 North University Street Peoria 5, Illinois

Telephone: PEoria 2-5481, Ext. 18

Economics of new, expanded, and alternative uses for farm products.

# MARKETING ECONOMICS RESEARCH

Sheldon W. Williams, Agent 305 Mumford Hall Dept. of Agricultural Economics University of Illinois Urbana, Illinois

Telephone: EMpire 7-6611, Ext. 2487

Marketing of dairy products in North Central Region.

# MARKET QUALITY RESEARCH

Marion A. Smith, Plant Path. in Charge USDA-AMS 536 South Clark Street Chicago 5, Illinois

Telephone: HArrison 7-7523 Ext. 273 Handling, transportation, and storage of fruits and vegetables, with particular reference to diseases that cause spoilage during transit and on the market.

James K. Quinlan, Entomologist in Charge 102 1/2 South 4th Street Watseka, Illinois

Telephone: IDlewood 2-2817

Control of insect infestation in CCC-owned grain stored at bin sites.



#### ILLINOIS

continued

# TRANSPORTATION AND FACILITIES RESEARCH

Herman F. Mayes, Agr. Engr. in Charge 102 1/2 South 4th Street Watseka, Illinois

Telephone: WAtseka 817

Improved handling, conditioning and storing of CCC-owned grain at bin sites.



#### INDIANA

# MARKETING ECONOMICS RESEARCH

Richard C. Lindberg, Agr. Econ.
Agricultural Experiment Station
Purdue University
Lafayette, Indiana

Research on the marketing of poultry and eggs.

#### TRANSPORTATION AND FACILITIES RESEARCH

George H. Foster, Agr. Engr. in Charge 312 Agric. Engineering Building Purdue University Lafayette, Indiana

Telephone: 92-2432

Improved work methods, equipment, and facilities for offfarm handling, and storage of grain and seed.

James C. Taylor, Indust. Engr. in Charge 312 Agric. Engineering Building Purdue University Lafayette, Indiana

Telephone: 92-2432

Increased efficiency of dairy plants.



#### I O W A

# MARKETING ECONOMICS RESEARCH

Milliam C. Motes, Agr. Econ.
Dept. of Agricultural Economics
Iowa State College
Ames, Iowa

Robert L. Rizek, Agent Dept. of Agricultural Economics Iowa State College Ames, Iowa Impact of different freight rate relationships between live animals and dressed products upon the form in which the animals or product are transported.

Regional research on efficiency and costs of marketing, trade channels, and marketing practices and policies for livestock, meats, and meat products.



# KANSAS

# MARKET QUALITY RESEARCH

Gailen D. White, Entomologist in Charge 520 N. Juliette Street P.O. Box 191 Manhattan, Kansas

Telephone: PRescott 3-2535

Control of insects in stored grains.

### TRANSPORTATION AND FACILITIES RESEARCH

Gerald L. Kline, Agr. Engr. in Cnarge Agric. Engineering Department Kansas State College Manhattan, Kansas

Telephone: JEfferson 9-3881

Improved work methods, equipment, and facilities for offfarm conditioning, handling, and storage of grain and seed.



# LOUISIANA

# MARKET DEVELOPMENT RESEARCH

Opie C. Hester, Agr. Econ. in Charge Economics of new, expanded 1100 Robert E. Lee Boulevard New Orleans, Louisiana

Telephone: FAirview 1441

and alternative uses for farm products.



#### MAINE

### MARKET QUALITY RESEARCH

Harvey V. Toko, Plant Path. in Charge Maine Potato Handling Research Center Box 532 Presque Isle, Maine

Telephone: POrter 2-8280

Handling, transportation, storage and post-harvest diseases of potatoes.

# TRANSPORTATION AND FACILITIES RESEARCH

Robert A. Ries, Indust. Engr. in Charge Maine Potato Handling Research Center Box 532 Presque Isle, Maine

Telephone: POrter 2-8281

Improved work methods, equipment, and facilities for handling and storing potatoes.



# MARYLAND

# MARKET QUALITY RESEARCH

John W. Ewell, Agent
Horticultural Department
University of Maryland
College Park, Maryland

Objective evaluation of quality factors in horticultural crops.

Telephone: WArfield 7-3800, Ext. 357



# MICHIGAN

# MARKET QUALITY RESEARCH

Methodius S. Sefcovic, Agent Agric. Engineering Department Michigan State University East Lansing, Michigan

Telephone: ED 2-1511, Ext. 2395

Methods, equipment, and facilities for conditioning, handling, packaging, and storing dry beans and peas.



# MINNESOT

## MARKETING ECONOMICS RESEARCH

Oswald P. Blanch, Agent Dept. of Agricultural Economics University of Minnesou St. Paul, Minnesota

Impact on prices received by farmers and marketing couts of production and sale of livescoor and postary one contract.

## MARKET QUALITY RESEARCH

Herbert Findlen, Horticulturist in Charge Red River Valley Potato Research Center eases of por incl P.O. Box 113 East Grand Forks, Minnesota

Telephone: No. Dak. 3-1175

leriling transportation 

## TRANSPORTATION AND FACILITIES RESEARCH

Alfred D. Edgar, Agr. Engr. in Charge Red River Valley Potato Research Center P.O. Box 113 East Grand Forks, Minnesota

Telephone: No. Dak. 3-1175

Improved work methods, equipment, and facilities for handling and storing potatoes.

Paul F. Shaffer, Agr. Mktg. Spec. in Charge P.O. Box 329 c/o Red Owl Stores Minneapolis 40, Minnesota

Telephone: WEst 8-2741

Improved methods, operating practices, equipment, materials, and layout for wholesaling and retailing farm and food products.



### MISSISSIPPI

# MARKETING ECONOMICS RESEARCH

Zolon M. Looney, Agr. Econ. in Charge P.O. Box 127 U. S. Cotton Laboratory Stoneville, Mississippi

Telephone: LEland 868 or 683

Efficiency of cotton marketing and pricing including economics of ginning.



# NEW HAMPSHIRE

### MARKETING ECONOMICS RESEARCH

Clark R. Burbee, Agent
Dept. of Agricultural Economics
University of New Hampshire
Durham, New Hampshire

Telephone: 301

Economic studies of small poultry slaughtering plants.



### NEW YORK

# MARKET QUALITY RESEARCH

Bernard A. Friedman, Plant Path. in Charge

Room 1022 641 Washington Street New York 14, New York

Telephone: WAtkins 4-1000

Ext. 222 - 223

Handling, transportation and storage of fruits and vegetables, with particular reference to diseases that cause spoilage during transit and on the market.



# NORTH CAROLINA

### MARKETING ECONOMICS RESEARCH

Leigh H. Hammond, Agr. Econ. in Charge Dept. of Agricultural Economics North Carolina State College Raleigh, North Carolina

> Telephone: TEmple 4-5211 Ext. 359

Research to determine competition between production areas and market outlets for fruits and vegetables grown in the South, with primary attention to sweet potatoes.

William V. Gallimore, Agr. Econ. in Charge Dept. of Agricultural Economics

Dept. of Agricultural Economics North Carolina State College Raleigh, North Carolina Commercial hatching costs, operations, and trends.

Roy G. Stout, Agr. Econ. in Charge Dept. of Agricultural Economics North Carolina State College Raleigh, North Carolina

> Telephone: TEmple 4-5211 Ext. 359

Research on efficiency and costs of marketing, trade channels, and marketing practices and policies for livestock, meat, and meat products in the Southern region.



### NORTH CAROLINA

continuea

## MARKET QUALITY RESEARCH

James W. Dickens, Agr. Engr. in Charge Dept. of Agricultural Engineering North Carolina State College Raleigh, North Carolina

Telephone: TEmple 4-5211, Ext. 475

Levelopment of improved methods and equipment for the grading of farmers' stock peanuts.

Leaton J. Kusnman, Plant Phys. in Charge Dept. of Horticulture Kilgore Hall No. Car. Agric. Experiment Station Raleigh, North Carolina

Telephone: TEmple 4-5211, Ext. 275

455

Handling, transportation, and storage of fruits, vegetables, and other horticultural crops.



# MARKETING ECONOMICS RESEARCH

Richard R. Newberg, Agent
Dept. of Agricultural Economics &
Rural Sociology
Ohio State University
Columbus 10, Ohio

Telephone: AX 9-3148, Ext. 749

Marketing of livestock in the North Central Region with emphasis on the changing patterns of livestock markets in the corn belt.



#### OKLAHOMA

# MARKETING ECONOMICS RESEARCH

Kermit M. Bird, Agr. Econ.
Dept. of Agricultural Economics
Oklahoma State University
Stillwater, Oklahoma

Research on principal marketing developments occurring in the Southwest.

Raymond A. Dietrich, Agr. Econ. in
Charge
Dept. of Agricultural Economics
Oklahoma State University
Stillwater, Oklahoma

Research to determine influence of various economic forces on efficiency and costs of marketing, on trade channels, and on marketing practices and policies for livestock, meats, and meat products.



#### OREGON

#### MARKETING ECONOMICS RESEARCH

Harvey M. Hutchings, Agent Dept. of Agricultural Economics Oregon State College Corvallis, Oregon Competitive position of the Western states in marketing frozen fruits and vegetables, with special emphasis on inter-regional competition in pea processing.

Thomas R. Owens, Agr. Econ. in Charge Dept. of Agricultural Economics Oregon State College Corvallis, Oregon Conducts research studies involving economics, statistics, and dairy technology with the object of improving the efficiency of marketing practices.

Charles H. Greene, Agent
Dept. of Agricultural Economics
Oregon State College
Corvallis, Oregon

Research on costs and efficiency in the operation of commercial seed processing plants.



# PENNSYLVANIA

# MARKET DEVELOPMENT RESEARCH

Morris W. Sills, Agr. Econ. in Charge Economics of new, expanded and 600 East Mermaid Lane Philadelphia 19, Pennsylvania

Telephone: Chestnut Hill 7-5800

Ext. 212

alternative uses for farm products.



# SOUTH CAROLINA

#### MARKETING ECONOMICS RESEARCH

John E. Ross, Jr., Agr. Econ. in Charge P.O. Box 792, Textile Building Clemson Agricultural College Clemson, South Carolina

Telephone: OL 4-5876

Research in the efficiency of cotton marketing and pricing, including economics of ginning.

#### MARKET QUALITY RESEARCH

Edward H. Shanklin, Cotton Tech. in Charge

Box 792, Textile Building Clemson Agricultural College Clemson, South Carolina

Telephone: OL 4-2938

Research on improved evaluations of cotton quality, particularly as that quality relates to spinning, weaving, and finishing performance and use value.



# TENNESSEE

# MARKETING ECONOMICS RESEARCH

Willie S. Hutson, Agr. Econ. in Charge Dept. of Agricultural Economics University of Tennessee Knoxville 11, Tennessee

Telephone: 4-2981, Ext. 625

Research in the marketing of poultry in the Southern Region.



## TEXAS

## MARKETING ECONOMICS RESEARCH

Amos D. Jones, Agr. Econ. in Charge Dept. of Agricultural Economics Texas A&M College College Station, Texas

Telephone: Victor 6-5701, Ext. 77

Adequacy and efficiency of warehousing and related services for wool and mohair

# MARKET QUALITY RESEARCH

Raymond A. Stermer, Acting Agr. Engr.
in Charge
Dept. of Agricultural Engineering
Texas A&M College
College Station, Texas

Telephone: VIctor 6-4322

Quality evaluation and maintenance research on rice and other grains.

Howard B. Johnson, Plant Path. in Charge P.O. Box 1425 Lon Hill Park Harlingen, Texas

Telephone: GArfield 3-4228

tion, and post-harvest diseases of citrus fruits, vegetables, and other horticultural crops.

Elvin W. Tilton, Entomologist in Charge 8100 Cypress Street P.O. Box 5035, Harrisburg Station Houston 12, Texas

Telephone: WAlnut 8-3012

Prevention of insect infestation in stored rice.

Handling, storage, transporta-



## T E X A S

continued

# TRANSPORTATION AND FACILITIES RESEARCH

Reed S. Hutchison, Agr. Engr. in Charge Dept. of Agricultural Engineering Texas A&M College College Station, Texas

Telephone: VIctor 6-5916

Improved work methods, equipment, and facilities for offfarm conditioning, handling, and storage of rice and sorghum grain.

Donald R. Hammons, Indust. Engr. in
Charge
Dept. of Agricultural Economics
Texas A&M College
College Station, Texas

Telephone: VIctor 5-5701

Research to increase the efficiency of livestock slaughter plants.



# VIRGINIA

# MARKET QUALITY RESEARCH

Joseph N. Tenhet, Entomologist in Charge Insect control in stored tobacco and tobacco products.

900 N. Lombardy Street P.O. Box 5271 Richmond 20, Virginia

Telephone: ELgin 8-7061, Ext. 31



#### WASHINGTON

## MARKET QUALITY RESEARCH

Harold A. Schomer, Plant Phys. in Charge Room 111, Post Office Annex P.O. Box 99 Yakima and Mission Streets Wenatchee, Washington

Telephone: NOrmandy 2-5903

Handling, transportation, storage, and post-harvest diseases of fruits, vegetables, and other horticultural crops.

#### TRANSPORTATION AND FACILITIES RESEARCH

Glenn O. Patchen, Mech. Engr. in Charge Room 103, Post Office Annex P.O. Box 99 Yakima and Mission Streets Wenatchee, Vashington

Telephone: NOrmandy 2-5903

James B. Fountain, Economist in Charge Room 214 Larson Andrews Building 212 1/2 East A Street

Telephone: GLencourt 2-9833

Yakima, Washington

Improving storage equipment and facilities for apples and other tree fruits.

Development and evaluation of shipping containers and consumer packages for agricultural products.



# WEST VIRGINIA

# MARKETING ECONOMICS RESEARCH

Kenneth D. McIntosh, Agent Dept. of Agricultural Economics West Virginia University Morgantown, West Virginia

Telephone: 3411

Research in the marketing of livestock in the Northeast Region.



# WISCONSIN

# MARKETING ECONOMICS RESEARCH

Russell C. Parker, Agent
Dept. of Agricultural Economics
Wisconsin Agric. Experiment Station
Madison 6, Wisconsin

Telephone: ALpine 5-3311

Research on structural changes in retail trade and their effect on marketing of Midwestern fruits and vegetables.

# MARKET QUALITY RESEARCH

Frederick O. Marzke, Entomologist in Charge

104 King Hall University of Wisconsin Madison, Wisconsin

Telephone: ALpine 5-3311, Ext. 2524

Prevention of insect and mite damage to dairy products.





